

## CLAIMS

What is claimed is:

- 1           1.     A method comprising:  
2                   presenting a broadcast to a viewer;  
3                   receiving feedback to the broadcast from the viewer;  
4                   generating a rating of the broadcast based at least in part on the received  
5                   feedback to the broadcast from the viewer, and  
6                   providing to the viewer ratings of other broadcasts based at least in part on  
7                   received viewer feedback to the other broadcasts from other viewers.
- 1           2.     The method of claim 1 wherein receiving feedback comprises receiving  
2                   feedback from the viewer after the broadcast.
- 1           3.     The method of claim 1 wherein receiving feedback comprises providing a  
2                   questionnaire to the viewer in response to a request from the viewer to provide feedback.
- 1           4.     The method of claim 3 wherein the request from the viewer comprises an  
2                   identification of one from among a list of broadcasts recently viewed by the viewer.
- 1           5.     The method of Claim 1 wherein receiving feedback from the viewer comprises  
2                   receiving answers to a questionnaire, the questionnaire including questions that are specific to  
3                   the broadcast.
- 1           6.     The method of claim 1 further comprising offering an incentive to the viewer  
2                   to encourage the viewer to provide feedback.
- 1           7.     The method of claim 1 further comprising receiving viewer characteristic  
2                   information about the viewer along with the feedback from the viewer.



1           16.     The method of claim 7 further comprising presenting a programming guide of  
2     the other broadcasts to the viewer wherein the other broadcasts are ranked based on the rating  
3     and on the viewer characteristic information.

1           17.     A machine-readable medium having stored thereon data representing  
2     sequences of instructions which, when executed by a machine, cause the machine to perform  
3     operations comprising:

4                     presenting a broadcast to a viewer;  
5                     receiving feedback to the broadcast from the viewer;  
6                     generating a rating of the broadcast based at least in part on the received  
7     feedback to the broadcast from the viewer, and  
8                     providing to the viewer ratings of the broadcasts based at least in part on  
9     received viewer feedback to the other broadcasts from other viewers.

1           18.     The medium of claim 17 wherein the instructions causing the machine to  
2     perform operations comprising receiving feedback further comprise instructions causing the  
3     machine to perform operations comprising providing a questionnaire to the viewer in  
4     response to a request from the viewer to provide feedback.

1           19.     The medium of claim 17 wherein the instructions causing the machine to  
2     perform operations comprising generating a rating further comprise instructions causing the  
3     machine to perform operations comprising generating a rating using viewer characteristic  
4     information to generate separate ratings for different categories of viewers.

1           20.     The medium of claim 17, the instructions causing the machine to perform  
2     operations further comprising:

3 assembling a list of available broadcasts using viewer characteristic information for  
4 the viewer;  
5 ranking the available broadcasts in the list based on the rating for each respective  
6 broadcast; and  
7 presenting a programming guide to the viewer showing the ranked list to the selected  
8 viewer.

1 21. An entertainment system controller comprising:  
2 a storage medium to store a questionnaire regarding a broadcast that is presented to a  
3 viewer on a display device;  
4 control circuitry to provide a feedback questionnaire to the viewer;  
5 a viewer interface to receive feedback to the broadcast from the viewer based on the  
6 feedback questionnaire; and  
7 a communications interface to provide the feedback to the broadcast from the viewer  
8 to a server system and to receive ratings from the server system regarding other available  
9 broadcasts based on viewer feedback from other viewers, the ratings indicating a likelihood  
10 of interest in the available broadcasts for the viewer,  
11 wherein the control circuitry further provides the ratings regarding other available  
12 broadcasts to the viewer.

1 22. The entertainment system controller of claim 21 wherein the control circuitry  
2 retrieves the questionnaire from the storage medium in response to a request from the viewer.

1 23. The entertainment system controller of claim 21 wherein the communications  
2 interface comprises at least one of a local area network, a wide area network, internet, cable  
3 television line, twisted pair line, fiber optic line, or radio frequency communications interface.

1 24. The entertainment system controller of claim 21 wherein the communications  
2 interface provides viewer characteristic information to the server system along with the viewer  
3 feedback.

1 25. The entertainment system controller of claim 21 further comprising a register  
2 containing information regarding the entertainment system of the viewer and wherein the  
communications interface provides hardware capabilities information from the register to the  
server system along with the viewer feedback.

26. The entertainment system controller of claim 21 further comprising a storage  
medium to store information regarding available broadcasts and wherein the control circuitry  
assembles a list of available broadcasts using viewer characteristic information for a  
selected viewer;

ranks the available broadcasts in the list based on the rating for each respective broadcast;  
and

7 presents a programming guide showing the ranked list to the viewer.

1 27. An entertainment server system comprising:  
2 a communications interface to receive viewer feedback to a broadcast from a plurality of  
3 different viewers of the broadcast; and  
4 a processor to generate a rating of the broadcast based at least in part on the received  
5 viewer feedback to the broadcast, the rating indicating a likelihood of interest in the first  
6 broadcast for potential subsequent viewers, wherein

7 the communications interface provides the rating of the broadcast to viewer entertainment  
8 systems for display to potential subsequent viewers of the broadcast the potential subsequent  
9 viewers including the plurality of different viewers of the broadcast.

1 28. The system of claim 27 further comprising a programming guide server to provide  
2 a programming guide to the viewer entertainment systems through the communications interface  
3 the broadcasts of the programming guide being associated with a rating.

1 29. The system of claim 27 wherein the communications interface receives viewer  
2 characteristic information along with the viewer feedback and wherein the control circuitry  
generates a rating using the viewer characteristic information to generate separate ratings for  
different categories of viewers.

30. The system of claim 27 further comprising a storage medium to store information  
regarding available broadcasts and wherein the control circuitry

assembles a list of available broadcasts using viewer characteristic information for a  
selected viewer;

ranks the available broadcasts in the list based on the rating for each respective broadcast;  
and

7 wherein the communications interface provides a programming guide showing the ranked  
8 list to an entertainment system of the selected viewer.